

REMARKS

This paper is presented in response to the non-final official action mailed September 29, 2008, wherein (a) claims 1-14 were pending, (b) claims 1-3, 6, 8, and 13-14 were rejected under 35 U.S.C. § 102 as anticipated by U.S. Patent No. 7,136,468 to Gassho ("Gassho"), (c) claims 4, 5, 9, and 10 were rejected under 35 U.S.C. § 103 as obvious over Gassho in view of U.S. Patent Publication No. 2003/0069801 to Che-Mponda et al. ("Che"), (d) claims 7 and 11 were rejected under 35 U.S.C. § 103 as obvious over Gassho in view of U.S. Patent Publication No. 2002/0161744 to Gluckman ("Gluckman"), (e) claim 12 was rejected under 35 U.S.C. § 103 as obvious over Gassho in view of Che and McLaughlin, Brett, Java & XML 2nd Edition: Chapter 12: SOAP, August 8, 2001, <http://oreilly.com/catalog/javaxml2/chapter/ch12.htm> ("McLaughlin").

The applicant respectfully traverses the rejections and requests that they be withdrawn.

By this amendment, claims 1, 8, and 12 are amended and claim 2 is canceled. Support for the amendments to claims 1, 8, and 12 may be found in the specification and claims as originally filed. For example, support may be found at least in original claim 2 and at pages 7 and 8 of the specification as originally filed. No new matter is added. As a result, claims 1 and 3-14 are pending and at issue.

IDS

The applicant respectfully requests that the examiner initial as considered all art on the PTO form 1449 filed May 18, 2005. The applicant notes that the International Search Report listed in the "Other Documents" section was not initialed in the copy of the Form PTO-1449 returned with the official action. The applicant respectfully requests that the examiner return an initialed copy of the Form PTO-1449 with the next official communication.

35 U.S.C. § 102 Rejections

The applicant respectfully traverses the rejection of claims 1-3, 6, 8, 13, and 14 as anticipated by Gassho. Each of claims 1-3, 6, 8, 13, and 14 recites a system (or method) for the automatic generation of printable files for printed mailpieces comprising, in part, a printing system having a print job generation element and a database located outside the area of the printing system. In other words, the print job generation element and the database are separated from one another. Gassho fails to disclose or suggest a print job generation element and a database that are separated from one another.

Gassho discloses a print system and printer for the prevention of unjust printing (e.g., preventing copyright infringement by printing more copies of a work than were licensed) including a client computer 34, a printer 36, and a content server 44 connected to the client computer 34 and the printer 36 through an internet connection. See Gassho fig. 1. The content server 44 includes a print job data generator and a content database 46. See Gassho paragraphs [0013], [0058] and Fig. 1. Thus, Gassho teaches that the print job generator (alleged in the action to be the print job generating element) and the content database 46 are co-located in the content server 44. As a result, Gassho fails to disclose or suggest a print job generation element and a database that are separated from one another, as is recited by each of claims 1-3, 6, 8, 13, and 14. For this reason, none of claims 1-3, 6, 8, 13, and 14 is anticipated by Gassho. The applicant respectfully requests withdrawal of the rejection of claims 1-3, 6, 8, 13, and 14.

35 U.S.C. § 103 Rejections

The applicant respectfully traverses the rejection of claims 4, 5, 7, and 9-12 as obvious over Gassho in view of one or more of Che, Gluckman, and McLaughlin. As discussed above, each of claims 4, 5, 7, and 9-12 recites, in part, a printing system having a print job generation element and a database that are separated from one

another. The cited art fails to disclose or suggest a printing system having a print job generation element and a database that are separated from one another.

As discussed above with respect to the § 102 rejections, Gassho fails to disclose or suggest a printing system having a print job generation element and a database that are separated from one another.

Che, Gluckman, and McLaughlin also fail to disclose or suggest a printing system having a print job generation element and a database that are separated from one another, nor were Che, Gluckman, and McLaughlin cited as disclosing such an element.

Because Gassho, Che, Gluckman, and McLaughlin all fail to disclose or suggest a printing system having a print job generation element and a database that are separated from one another, none of claims 4, 5, 7, and 9-12 can be rendered obvious over any combination thereof. Thus, the applicant respectfully requests withdrawal of the rejection of claims 4, 5, 7, and 9-12.

One of ordinary skill in the art would not modify Gassho to arrive at the claimed system (or method). As stated above, Gassho teaches a system for preventing unjust printing. In order to prevent a user from printing multiple copies of an image in violation of a copyright license, the Gassho system maintains control of the printing instructions remotely from the user's system. By maintaining control of the printing instructions, the Gassho system controls the number of images that may be printed by a user. If print control were given to a user, there would be no way to control the number of copies a user would print of a copyrighted work. Thus, one of ordinary skill in the art would not modify the Gassho device to separate the print job generator and the database because doing so would cause Gassho to lose control of the copyrighted material.

To the contrary, the claimed system and method for the automatic generation of printable files for printed mailpieces separates the print job generation element and the


database to increase printing efficiency and to lower costs of printing user specified material. As discussed in the instant application, the print job generation element is located in the printing system (e.g., at a local printing service provider), and the database is a central data collection point. A postal service provider can collect user specific data (e.g., mailing list information, customer addresses, etc.) at a common location (i.e., the database), and send the data to different printing service providers without maintaining information about the specific printing hardware and/or software used by each individual printing service provider. Typically, each printing service provider has its own specific printing system with specific hardware and software. Placing the print job generation element at the individual printing service providers eliminates the need of the postal service provider to maintain accurate records on the hardware and software of individual printing service providers. As a result, the postal service provider need only record and transmit the user specific information, thus increasing efficiency and lowering costs.

In view of the foregoing amendments and remarks, the applicant respectfully submits that the application and claims are in condition for allowance.

Should the examiner wish to discuss the foregoing or any matter of form in an effort to advance this application toward allowance the examiner is urged to telephone the undersigned at the indicated number.

Respectfully submitted,

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By: 

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